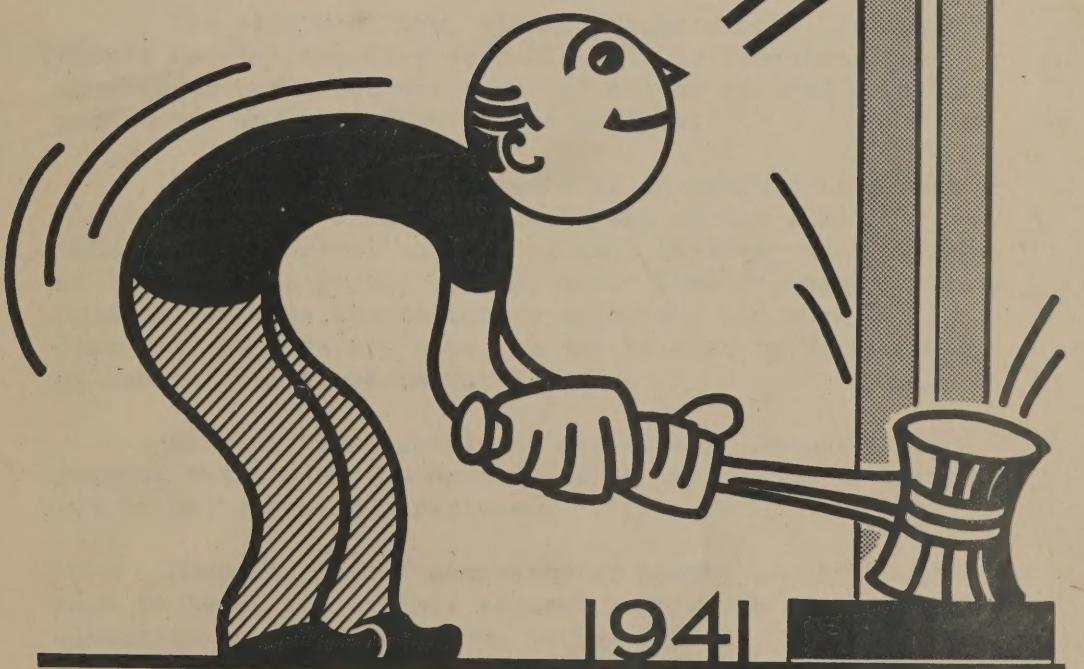


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DEC 26 1941

EXHIBIT IDEAS

that ring the bell



EASY TO BUILD .. CHEAP TO BUILD

U.S. DEPARTMENT OF AGRICULTURE ... AGRICULTURAL ADJUSTMENT ADMINISTRATION

EXHIBITS THAT RING THE BELL

Exhibits that deal with local problems are best, because they mean most to the people in your community. Before deciding on an exhibit, study principal local needs and see if you can't use or adapt an exhibit which will definitely help your community to have a new understanding of some problem. If possible, collect local figures on participation, buying power, income, loans, soil-building practices, results obtained through practices, allotments, crop insurance, etc. Any specific figures on program aims or results that affect your neighbors, or your county, will be most impressive arguments.

The exhibits suggested in this booklet are nearly all very simple to construct. For most of them we suggest the use of light wood frames and wallboard or plywood. Animations have been avoided because they are usually difficult to construct and keep in operation. However, such simple standard devices as flasher lights and turn tables may be useful. Bright spots of light supplied by small flood lights or spot lights or hidden bulbs serve to brighten up most exhibits.

Use plenty of new, clean, bright color. Lettering should be neat and very readable. It is sometimes practicable to cut short words out of bright colored paper or card board and glue them to the exhibit.

The use of actual objects in an exhibit is almost always desirable when possible. Many of the exhibits in this booklet suggest the use of real objects, such as bags of lime, canned goods, cotton, etc. However, many of these objects serve as temptation to children, and when easily removable objects are used, it may be wise to have someone on hand at all times to watch them.

Service your exhibit at all times. Do not allow damaged details of the exhibit to go unrepaired or burned out bulbs to remain unreplaced.

Members of your community or county committee will want to be at the exhibit to meet people, to explain and elaborate on the facts shown in the exhibit, answer questions, and distribute circulars.

The exhibits suggested in this booklet may be used just as they are, or modified in any way to serve local purposes, or used as a single feature in a more extensive exhibit.

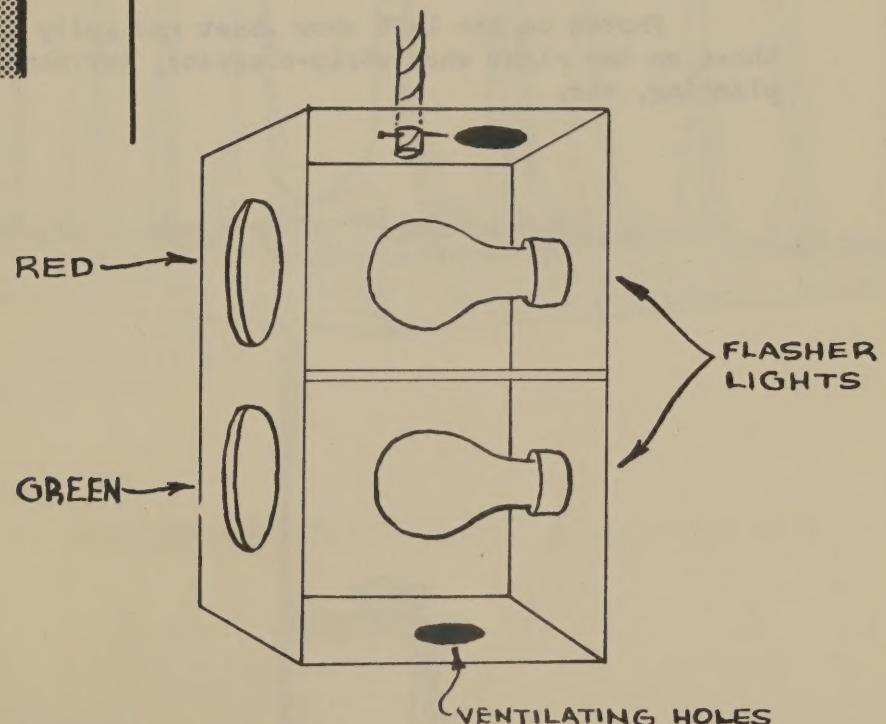
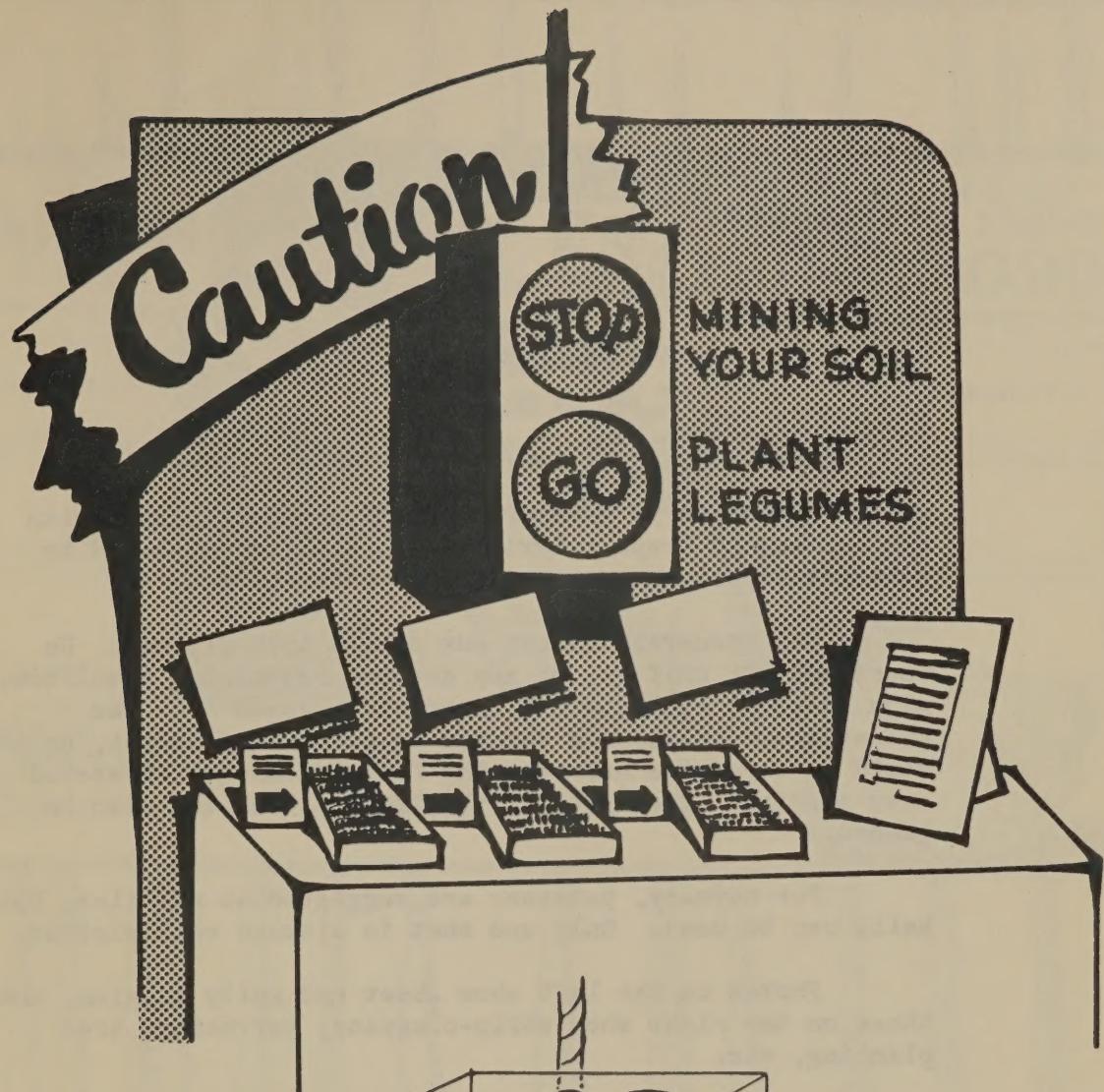
"STOP -- GO"

The back panel and caution sign are of plywood or wall board. The light box is made of wood or plywood. The light sockets are special porcelain flasher sockets, or ordinary porcelain sockets with special flasher inserts. "Stop" and "Go" is lettered in black on frosted glass, with the lettering on the inside, and the frosting out. Red and green 25-watt bulbs are used in "Stop" and "Go" boxes.

The background is painted very light green, the caution sign white, and the light box yellow. The words "Caution" and "Mining your soil" are in bright red and the words "Plant legumes" dark green.

Flashing of the lights will be without order under this arrangement. An orderly alternate flashing may be obtained by using a single-pole double-throw relay to flash the lights, with a flasher in the main circuit to operate the relay.

If the street lamp cannot be suspended, it may be put on a post or fastened to the background.



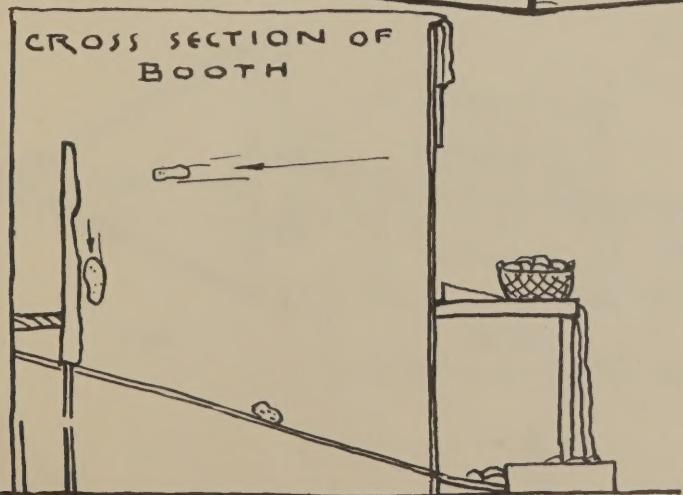
"GENERAL EROSION"

The booth is made of wood and plywood, draped with any convenient drape material. The background should be substantial enough to stand the repeated blows.

The "General" is cut out of 1/2 inch plywood. He wears any old uniform, or any costume resembling a uniform, with shoulder epaulets and decorations sewed on. The helmet could be plywood painted to resemble a helmet, or it could be a genuine helmet. The face is canvas, stretched over padding. The chest of the "General" should also be padded.

For novelty, potatoes are suggested as missiles, but balls can be used. Only one shot is allowed each visitor.

Photos on the left show sheet and gully erosion, and those on the right show strip-cropping, terracing, tree planting, etc.



"MORE MILK AND EGGS FOR FREEDOM"

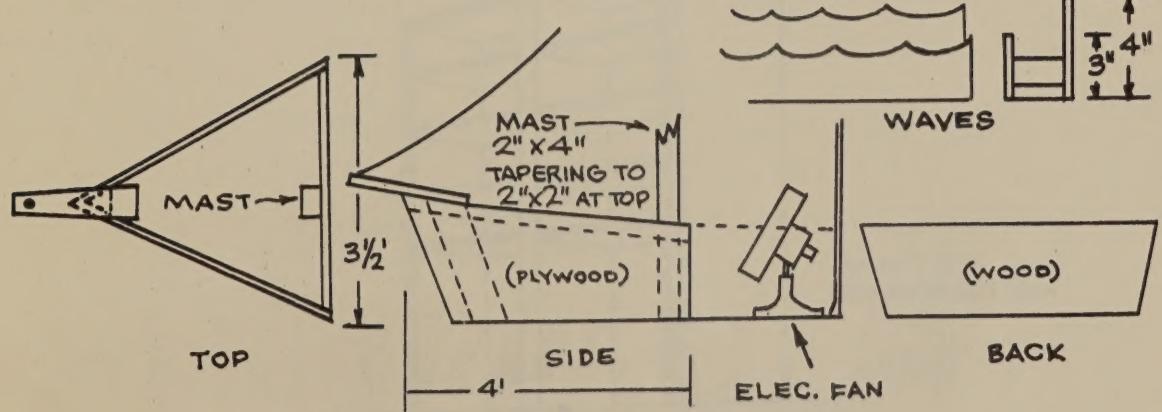
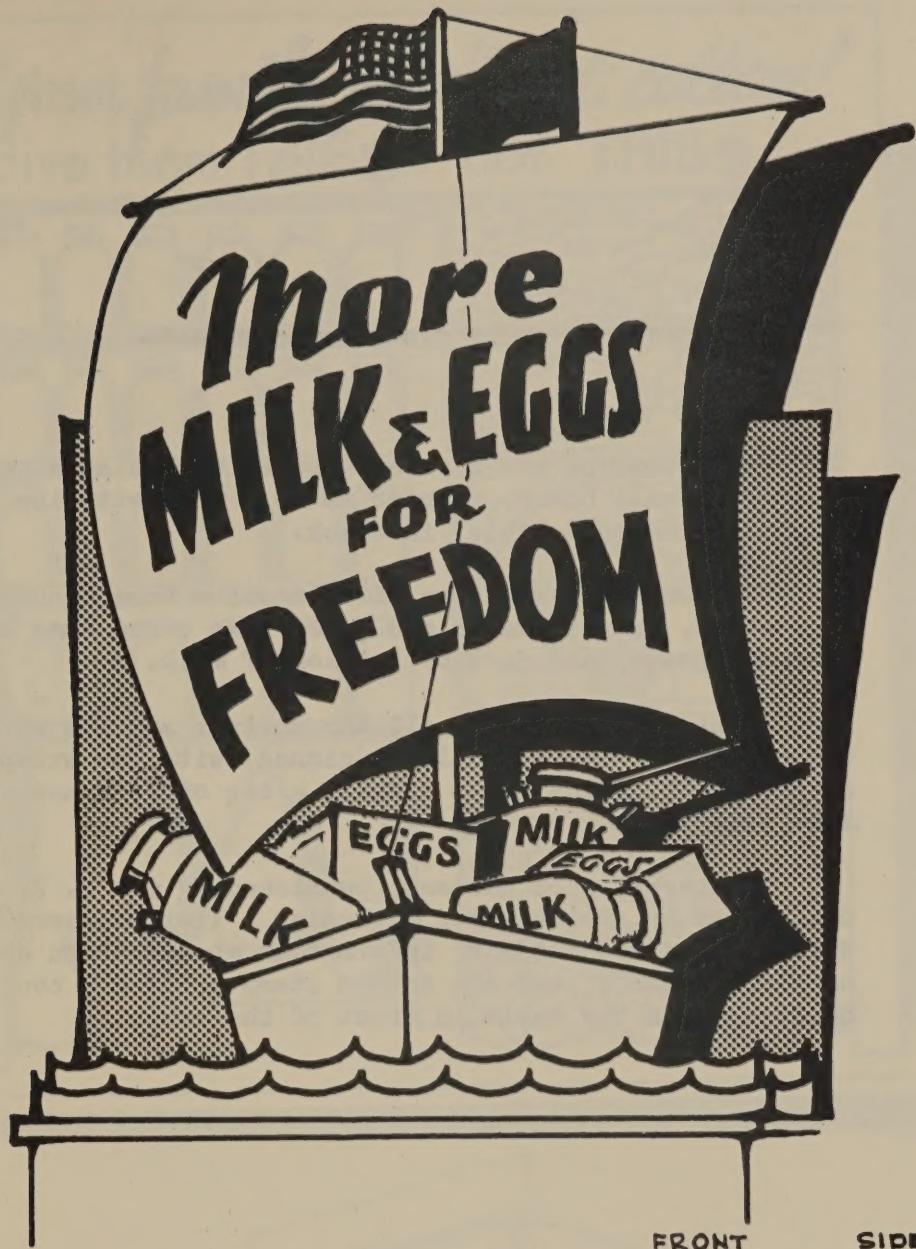
An actual small row-boat or dinghy could be used for this exhibit, and even standard sails. In the latter case it might be well to turn the boat parallel to the wall, so that the lettering on the sails may be more easily read.

The best type of sail for this exhibit would be a cotton sheet, securely tacked at the top edge to a light stick, and suspended from a mast in the manner shown. The lettering on the sail should be bright red or blue.

Paint the background panel light blue, the waves dark blue with white tips, and the boat white, with trim and bowsprit bright red. It should be loaded with clearly labeled egg crates and milk cans.

Another possibility for lettering on the sail is "Food for Our Fighting Friends." If this is used, the food in the boat should represent the principal commodities we are shipping abroad: Clearly labeled egg crates, real or dummy hams, five-gallon milk cans, sacks of wheat, and boxes labeled, "canned tomatoes," "fruit," etc.

An electric fan at the back of the boat to billow out the sail will give a realistic touch. An electric light bulb or two may be located in the bottom of the boat to illuminate the cargo, and a spot light might be directed on the sail.



"YOUR FAMILY CAN'T EAT COTTON!"

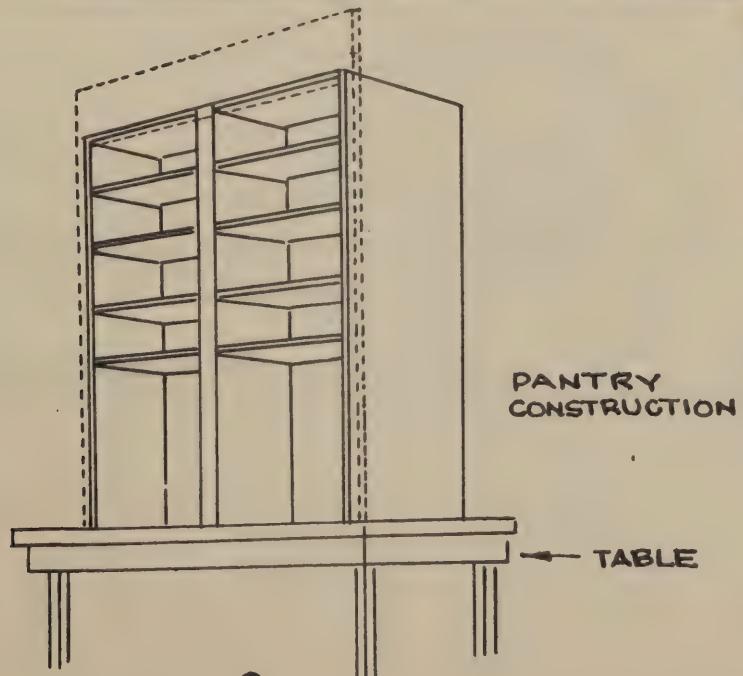
The shelves are of wood, backed with a sheet of plywood or wall board, painted white. The lettering is red, with the word "This" in black.

On one side are rows of attractive home canned vegetables, fruits, meats and jams, home cured hams and bacons, cheese, and jars or bottles of milk.

The other side has all the shelves stuffed with cotton, either in the bolls or ginned, with the exception of one shelf, which might contain a bag of corn meal and some salt pork.

Literature on gardens, published by the U. S. Department of Agriculture, including a list of Farmers Bulletins on the subject, information about garden and canning payments, and the cotton stamp programs, could be stacked on the table in front of the exhibit.

Your family can't eat cotton!
Give them THIS, not THIS



"THE MAGIC CARPET"

This exhibit can be built of plywood or wall board with the Moorish shaped background cut out with a key hole saw or band saw.

The magic carpet is a long, narrow piece of green velvet or light weight green cloth, on which the word "grass" is painted in black. It will probably be necessary to secure it at only one end.

The electric fan which blows the carpet out should be strong enough to do the job.

The words "The Magic Carpet" can be painted bright green on yellow.

Copies of the AAA publications, "The Magic Carpet," and "Western Grass," might be exhibited on the counter in front of the exhibit.

The Magic Carpet



GOOD GRASS = GOOD STOCK = GOOD FOOD = STRONG PEOPLE

(RANGE PHOTO)

(CATTLE PHOTO)

(BEEF HANGING PHOTO)

(HEALTHY PEOPLE PHOTO)

CUT OUT

ELEC.
FAN

TABLE

SIDE VIEW

"THIS OR THIS?"

This exhibit can be adapted to a booth of almost any size. The sides and ceiling should be inclosed with wallboard or cloth to prevent light from coming in to spoil the effect. The drapes could be of any suitable material at hand.

The principal force of this exhibit lies in the dramatic contrast of silhouettes of rich harvest abundance on one side, and bleak barrenness on the other.

The cut-out of rolling hills is painted black, the table tops a dark brown, and the signs are red or black on white, or some bright color which harmonizes with the drapes.

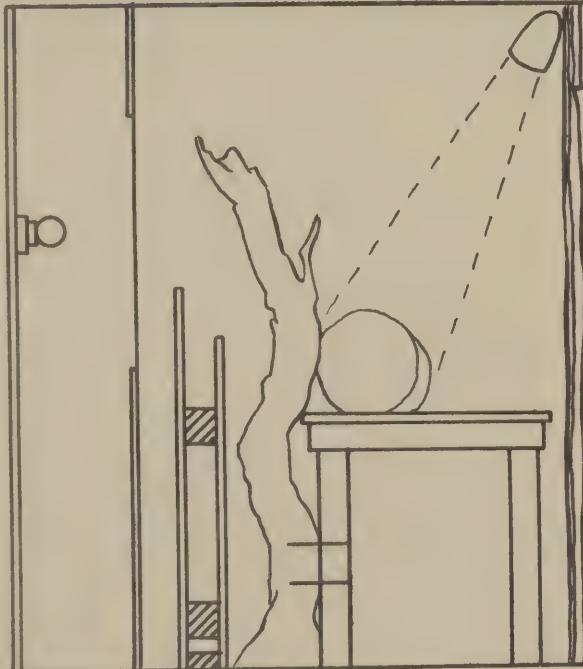
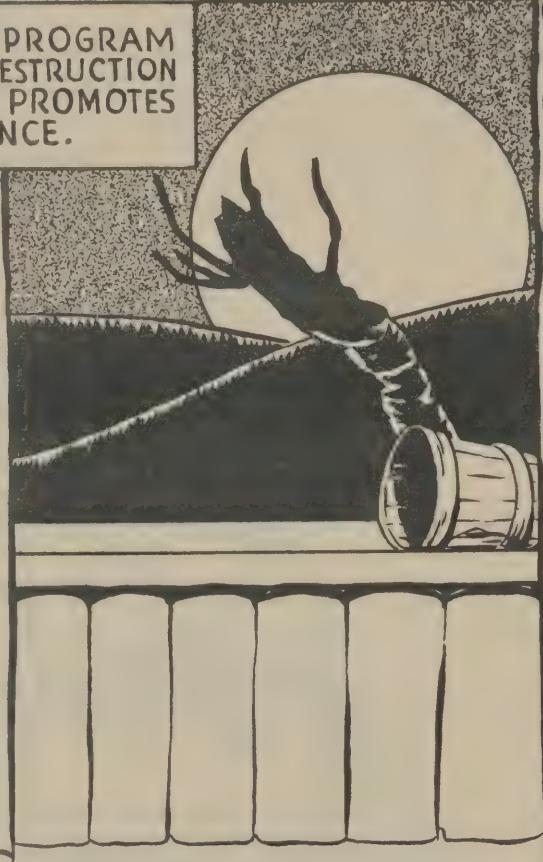
The moon-and-sky background can be made of two cotton sheets. The sky around the moons is painted very dark blue, with the moons themselves left white. Orange bulbs are located behind each moon.

The cheerful harvest scene is built up with corn shocks, sheaves of wheat, pumpkins, etc. On the desolate side is a gnarled old root or branch, and a broken basket.

Small spotlights can be arranged as indicated in the drawing, to illuminate the foreground of the scenes without touching the sky backgrounds. Ordinary bed lamps will do for this purpose.

THIS — OR — THIS

THE A.A.A. FARM PROGRAM
HELPS PREVENT DESTRUCTION
OF THE SOIL, AND PROMOTES
LASTING ABUNDANCE.



"BELIEVE IT OR NOT"

The exhibit can be built of plywood or wallboard, painted red, white, and blue.

The little bins are made of five-ounce evaporated milk cans, with the labels removed. The tops can be made as indicated in the drawing, and painted a light sky-blue.

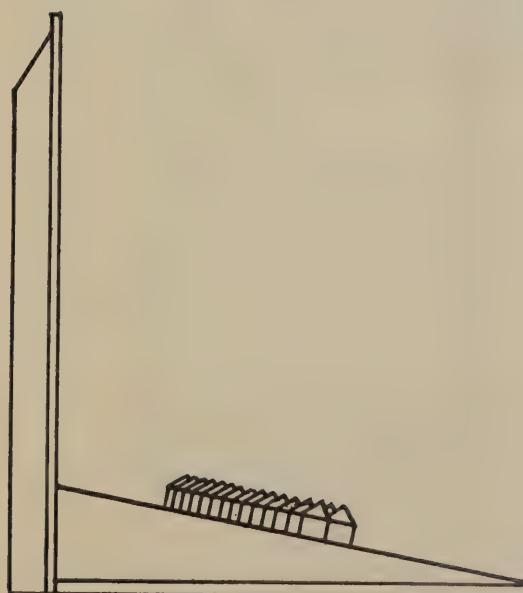
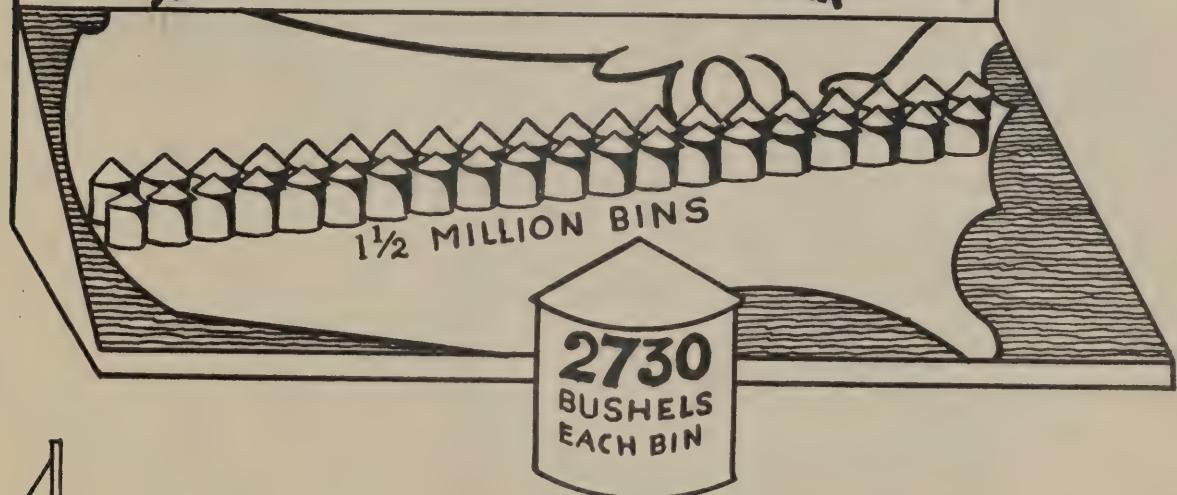
A good color scheme would be as follows:

"Believe it or not" in white on dark blue, the other lettering in bright red on white. The ocean around the map should be blue, and the lettering on the large can red.

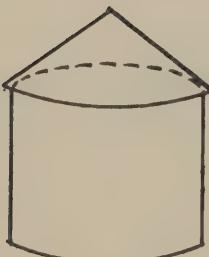
The map could be either "streamlined" and stylized, or quite accurate.

"BELIEVE IT OR NOT"

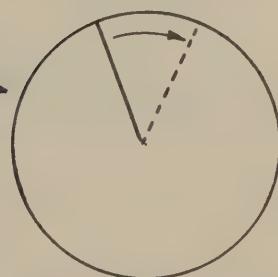
A ROW OF STEEL BINS
6000 MILES LONG
WOULD HARDLY HOLD OUR WHEAT AND CORN
SUPPLIES AFTER HARVEST THIS YEAR



END VIEW



TIN CAN



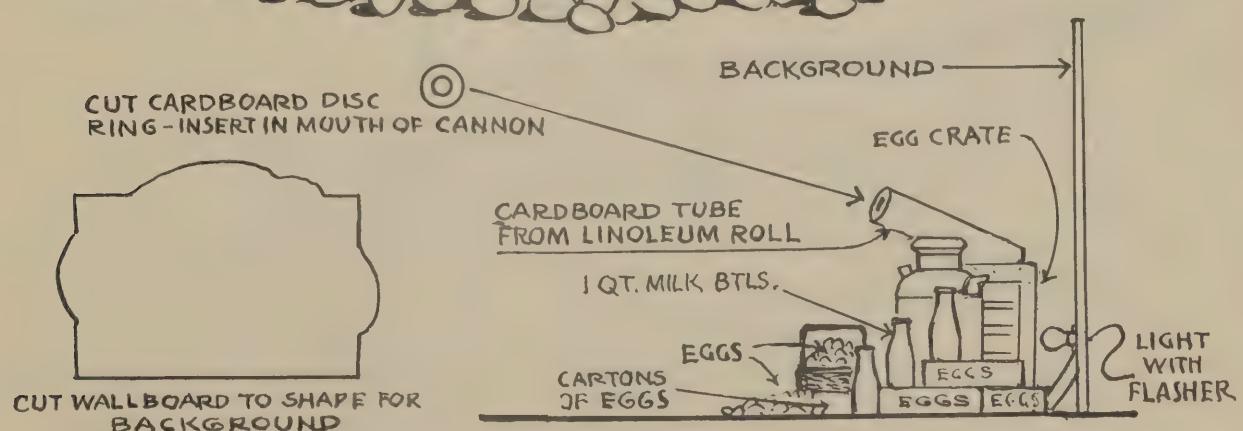
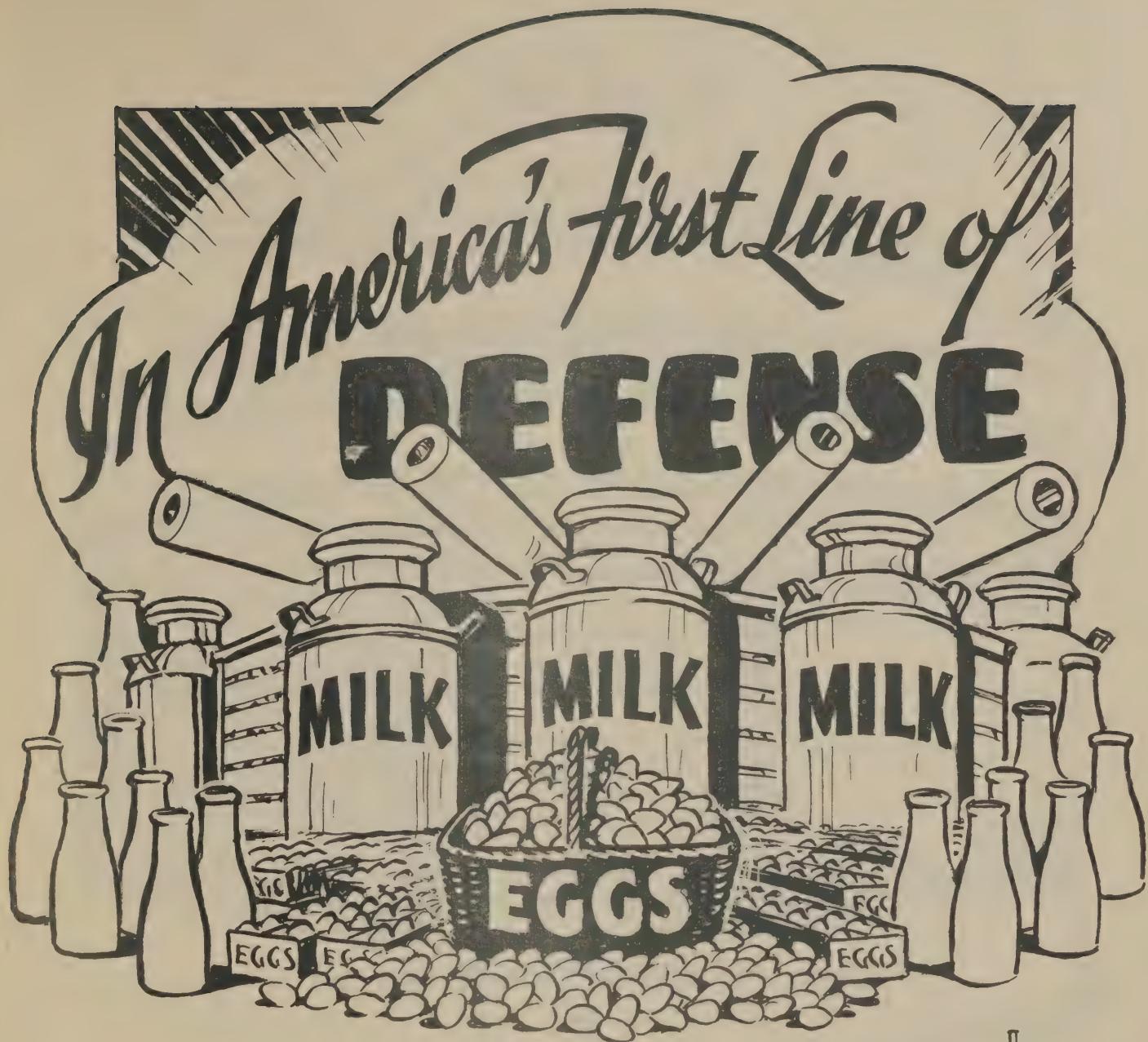
CARD BOARD TOP

"IN AMERICA'S FIRST LINE OF DEFENSE."

Cut the background out of a piece of 4 by 6 foot plywood or wallboard with a key hole saw. The lettering and cloud effects can be done in red, white, and blue.

The main wall is made up of milk cans and egg crates. The front of the wall may be displayed with packaged and loose eggs, quarts of milk, and a basket of eggs. The signs "Milk" and "Eggs" can be either painted on the cans and basket or cut out of bright colored paper and pasted on.

The cannons can be made of linoleum tubes, mailing tubes, or sections of 4-inch or 6-inch sewer pipe, painted aluminum.



"THE ARSENAL OF FOOD"

This is a suggestion that you use an actual steel bin as a fair exhibit. The copy suggested has considerable interest value, and the bin itself should prove a fine attention-getter.

Letter the signs in red, white, and blue on sign painters' cloth or wall board. The simple map should be easy to draw. The signs can be easily attached to the bin if a little ingenuity is used by wiring them to loosened bolts, or by actually bolting them to the sides.

An American flag can be attached to the peak of the bin.

Strong flood lights should be turned on the bin at night.

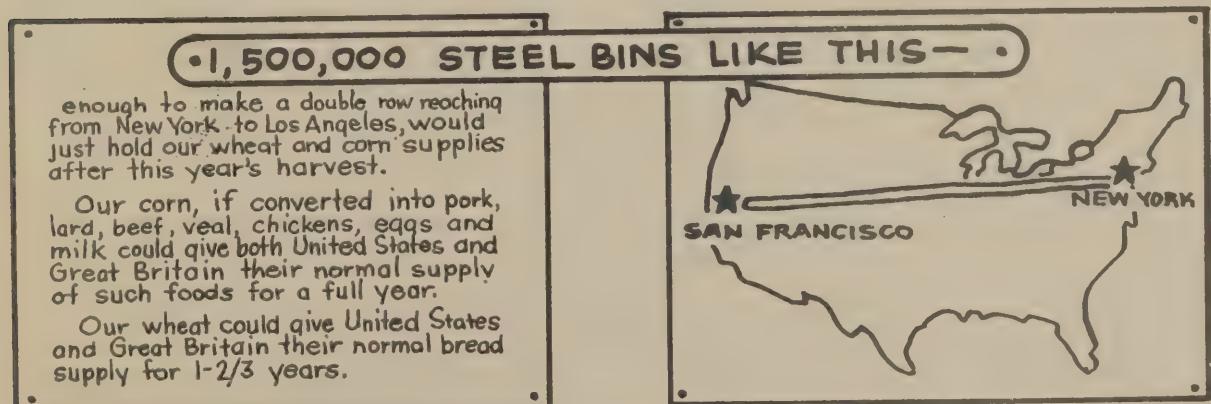
Copy suggested for one of the signs:

"Enough to make a double row reaching from New York to Los Angeles, would just hold our wheat and corn supplies after this year's harvest."

"Our corn, if converted into pork, lard, beef, veal, chickens, eggs and milk could give both United States and Great Britain their normal supply of such foods for a full year."

"Our wheat can give United States and Great Britain their normal bread supply for 1-2/3 years."

(To be used below the sign "1,500,000 steel bins like this.")



"I COULD LIVE ON THIS"

The counter is a large box, covered with oilcloth, made to look like a soda fountain counter in any way possible.

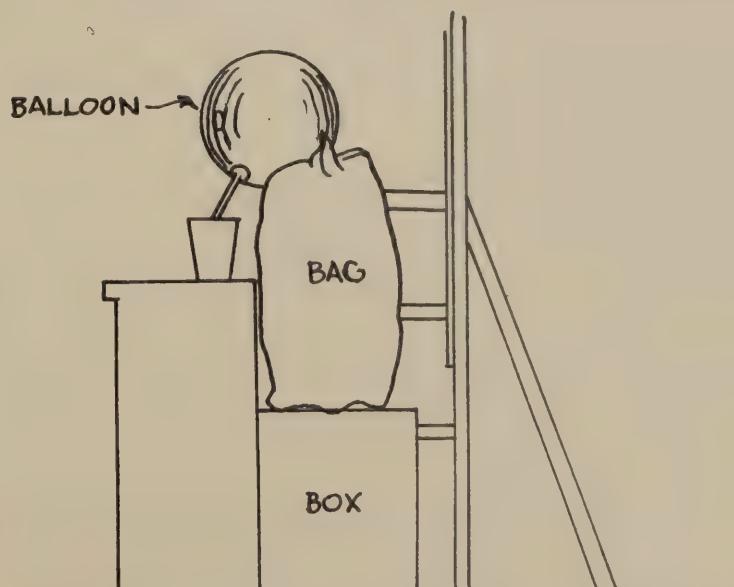
The background is made of either one or two pieces of wall board or plywood, supported on a frame as indicated. It is painted light green, with dark red or black lettering.

The bag should have "Al Falfa" plainly lettered in black.

If a large enough glass is not obtainable, a tall, narrow bucket can be used. The glass can be made out of a piece of cardboard or isinglass. It should be plainly lettered as indicated, and about two-thirds full of lime or phosphate.

The drinking straw can be a wooden dowel, a round curtain rod, or an actual oversize drinking straw.

Boy.. I could live
on this!



SIDE VIEW

"IT'S YOUR MOVE"

Make the checker board in the regulation design out of plywood or wall board, and the arrow of the same material. Use a jig saw to cut the counters out of wood.

Paint and letter the arrow in bright colors that contrast with the checker board.

Practices indicated on the board can be changed or substituted to present those most important to your community.

IT'S YOUR MOVE
IN THE BATTLE
AGAINST

EROSION



STRIP CROPPING
LEGUME
TERRAC-
ING
LIME
CONTOUR
PLOWING
TREE
PLANTING
YOU
COVER
CROPS



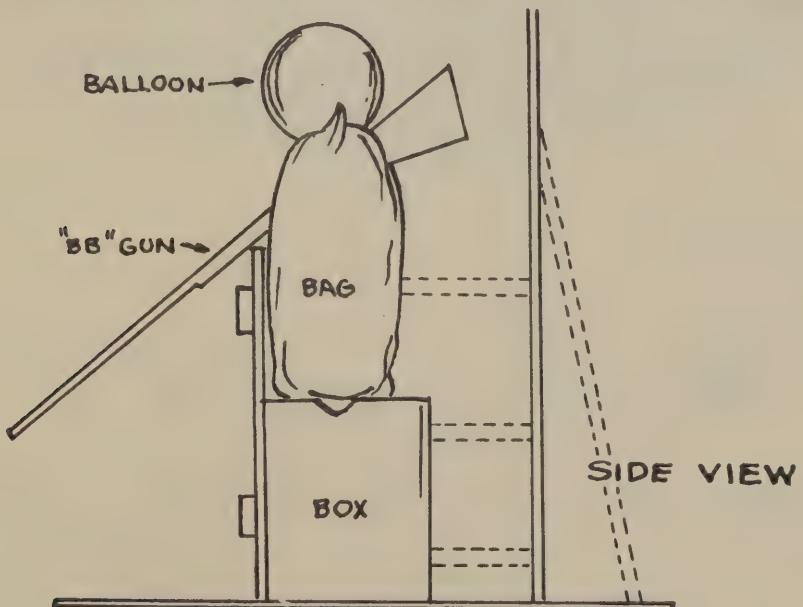
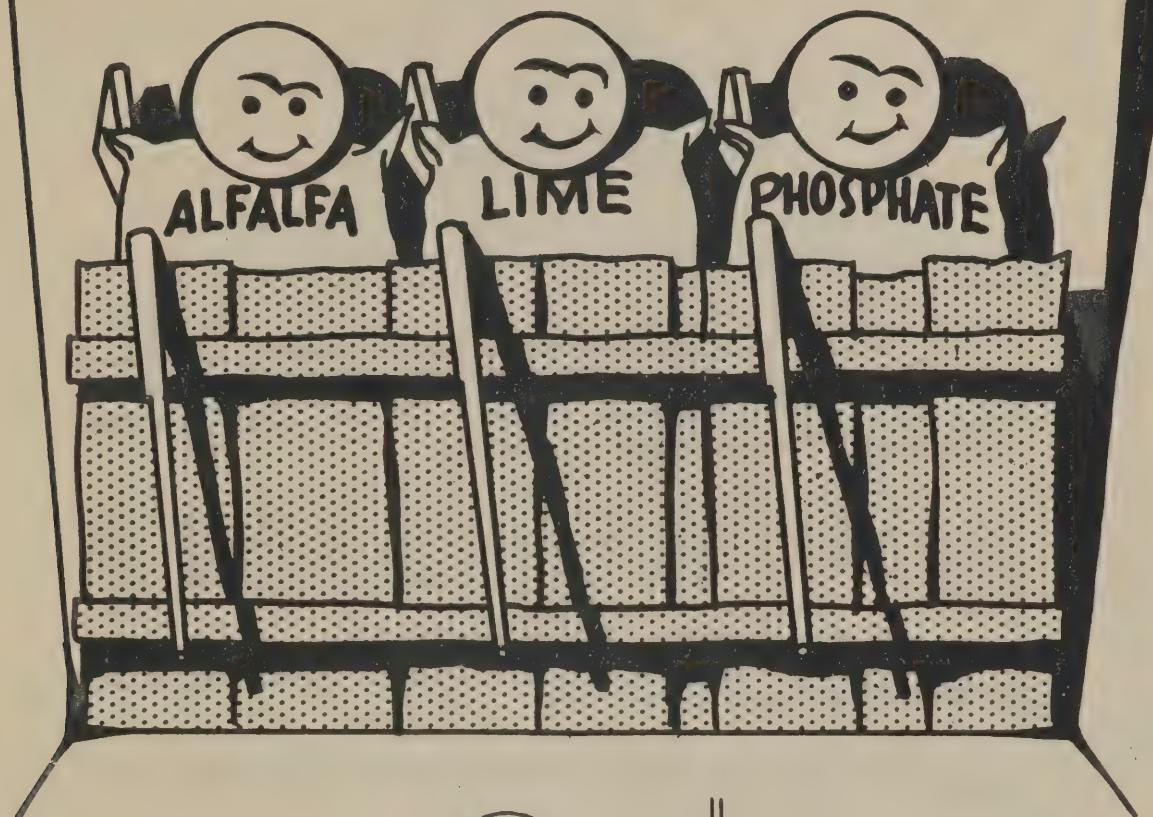
"LET 'EM TRY TO TAKE OUR SOIL"

Build the fence of rough lumber. It should be about 40 inches high and six feet long. Paint "Alfalfa" on a 100-lb. flour sack, and "Lime" and "Phosphate" on full lime or phosphate bags. Punch holes through the bags, and force the airguns through them as shown in the drawing. Place the bags on boxes of suitable height.

The heads could be rubber balloons or wooden discs. Balloons would be more difficult to fix and maintain, but more striking. They should be pink, white, or flesh colored.

The background should be red lettering on a white panel.

"LET 'EM TRY TO TAKE OUR SOIL!"



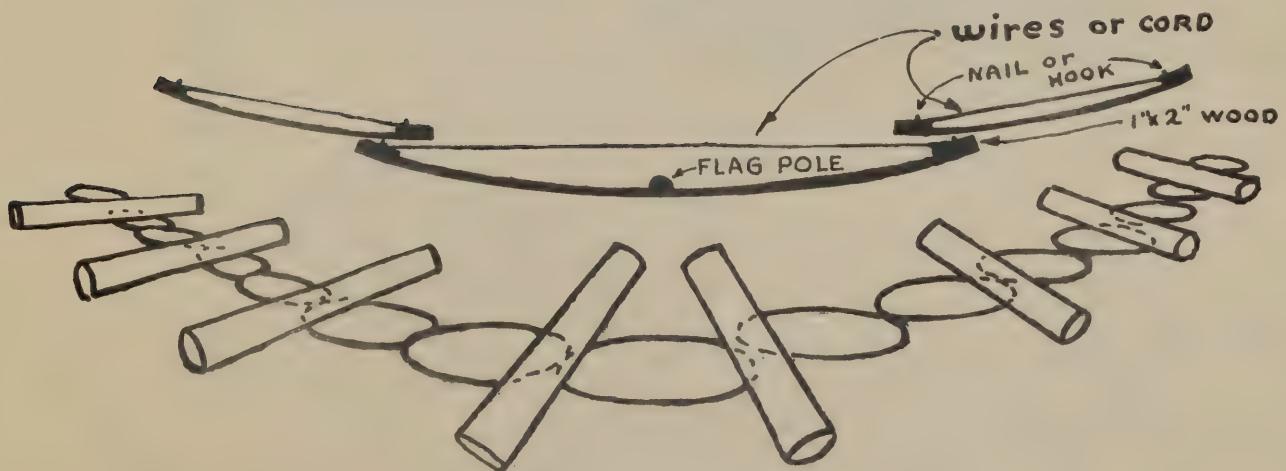
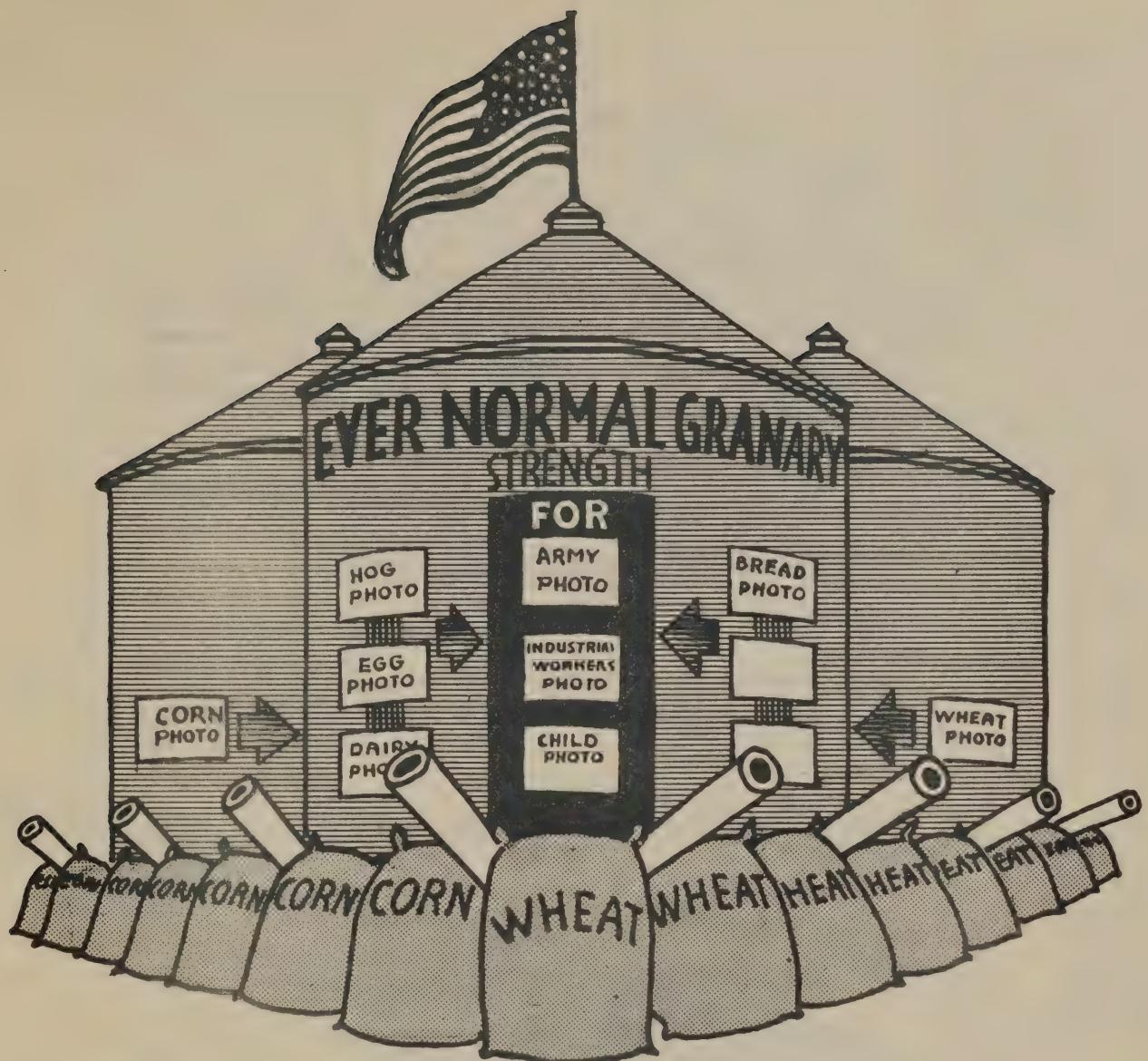
"EVER-NORMAL GRANARY"

This is made of 3 curved cardboard panels, sugar bags, and mailing tubes. The cardboard panels are curved by tacking wooden strips to the back of the vertical edges, and drawing them together with wires.

The exhibit will be more effective if the sacks are made in graduated sizes, as indicated in the drawing. They can be made of cheese cloth and filled with real corn and wheat.

The cannon can be mailing tubes of different sizes, or turned from wood.

The bins are painted silver, with red and blue lettering.



"HOW SMART ARE YOU?"

This exhibit is fully explained in the diagram. There are three vertical panels on which are lettered three questions. When a string is pulled, a panel tilts forward so that the answer lettered on the background is presented to view. When the string is released, the panel returns by gravity.

It should be fairly easy to build this exhibit by closely following the sketch. 12-inch lumber should be used.

Suggested questions and answers are:

Q: Why should I increase my milk and egg production?

A: America is consuming more of these foods every day. Also, England needs large amounts of them.

Q: How can I increase my milk production?

A: Feed more grain even during pasture season.

Q: How can I increase my egg production?

A: Keep all layers. Save more pullets.

As this exhibit presents technical information on agriculture, it would be well to check your questions and answers with your county agent.

HOW SMART ARE YOU?

Can you answer the questions below?

ANSWER

the radio can be set
two hours now when

ANSWER

B

the radio can be set
two hours now when

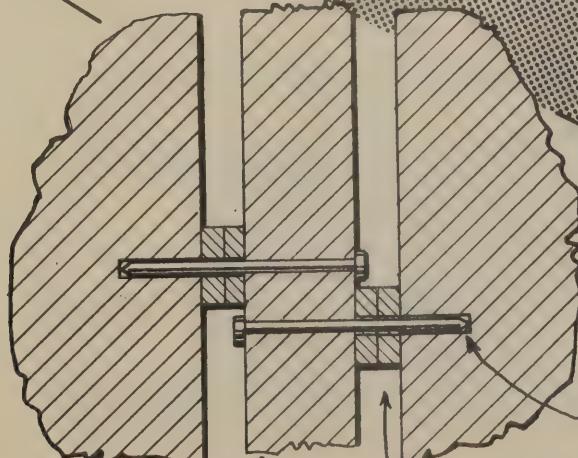
Pull the strings to get the right answers!

C

PULL IN THESE WORDS
WHEN THESE LETTERS ARE
BROKEN AND SWINGING
TO SWING IN THESE WORDS

?

metal strip for
counter weight



drilled hole in swinging panel and washer
metal washers or wood block
cross partition to keep swinging panel from touching frame

"ARE YOU THE ONE FARMER IN SEVEN WHO DOESN'T COOPERATE?"

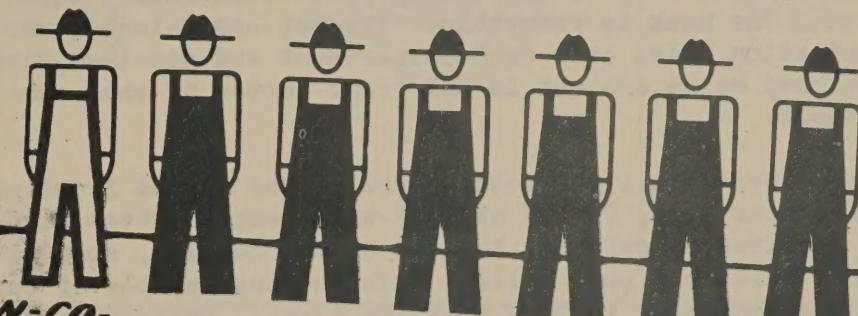
Cut background and arrow out of wallboard or stiff cardboard. Paint the background light green and the arrow white. Tack the arrow on the background using small blocks between the two to make the arrow stand out well from the background. Paint the two words "are you" bright red and the other words dark green. Cover the box with white paper and letter it in dark green.

Make a thin paper tracing of the large farmer symbol. Then, using carbon paper, transfer the symbol from the thin paper to white cardboard. Cut the symbols out of the cardboard with scissors, sharp knife, or razor blade. Paint six of them dark and one light, as indicated in the diagram. If the cardboard is fairly stiff, the folds and tacks indicated may be adequate to hold the symbols in place on the box. Another way to mount them would be to cut off the flaps, and tack the feet to a thin wooden strip, which in turn can be tacked to the top of the box.

The background size would be about 2 $\frac{1}{4}$ " high and 30 or 36" long, if symbols of the size provided are used. Symbol size and background size may be doubled if a larger exhibit is desired.

The colors may be changed to red, white, and blue or some other color scheme if it is desired. A flood or spot light striking the exhibit from above would help to attract attention.

ARE YOU **1**
the **FARMER in 7**
WHO DOESN'T COOPERATE?



YOUR AAA FARM PROGRAM

FOLD

BEND

O

TACKS
AFTER
FOLDED

BEND

O

INFORMATION PLEASE

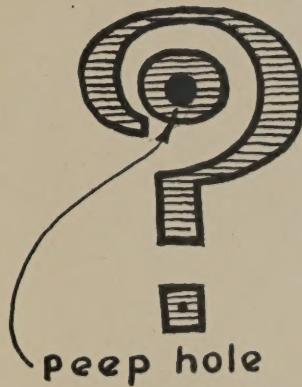
A plywood box about 30 inches high, 40 inches long, and 18 inches deep is divided by partitions into 3 equal parts. The back is removable. The top has 2-inch square ventilation holes over each compartment and one-inch diameter peep holes are cut in the front center of each compartment.

Porcelain light sockets are on the inside front of each compartment, fitted with 25-watt lamps. These lights are operated by switches located on the outside, about 10 inches below the peep holes. Push buttons capable of carrying the necessary voltage would be ideal. Switches are not absolutely necessary, and the lights may be left on permanently, or equipped with slow flashers.

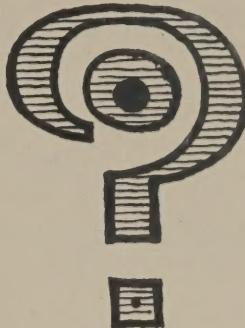
The interior of the box is painted a dark color, and all signs, both inside and out, are painted bright colors in readable lettering style. Photos illustrating the answers may be glued to the back panel.

Information Please

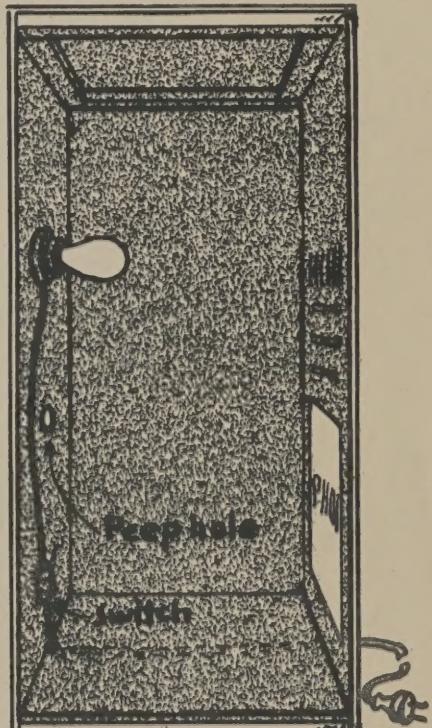
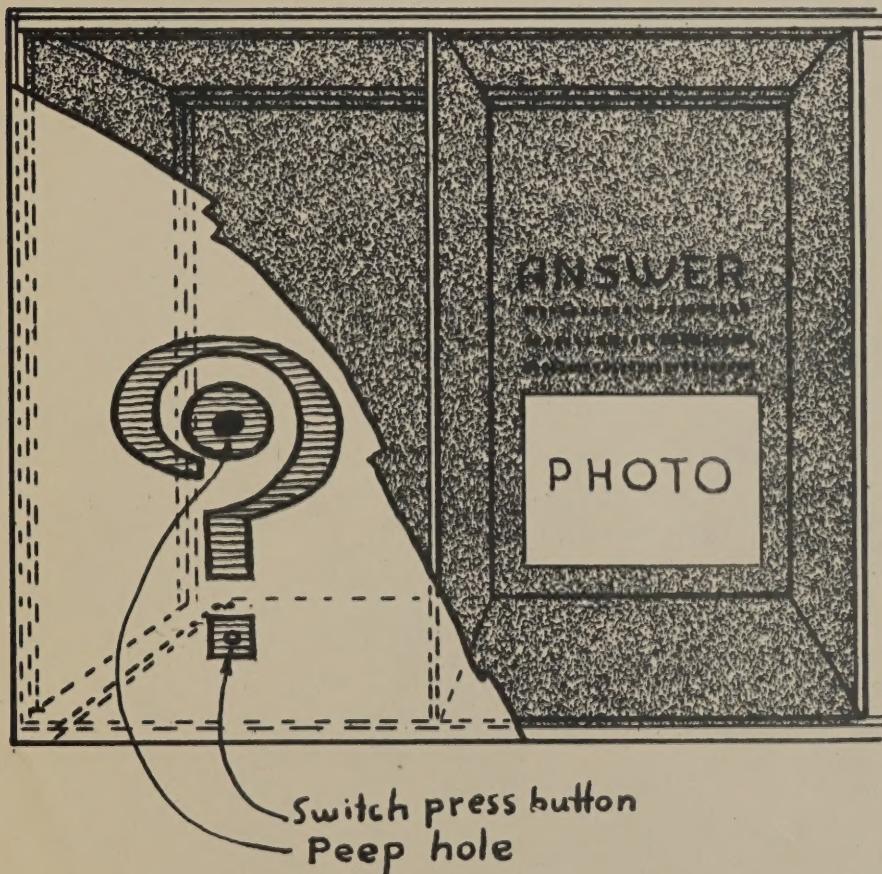
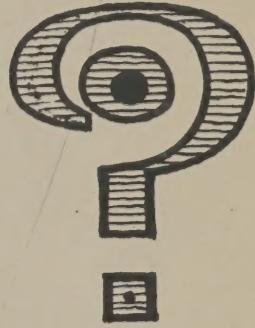
WHAT WILL CUT MILK COSTS



NAME THE 3 GREAT SOIL BUILDERS



HOW CAN I PREVENT EROSION



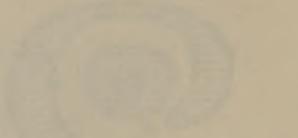
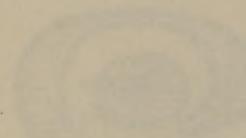
Советский Союз

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